



## Ready to take your organization to the next level?

Join an elite group of 50 Minnesota organizations and become a Service Enterprise! Greater Minnesota organizations are encouraged to join the pilot Virtual Cohort starting in June 2019!

### What are the benefits of Service Enterprise?

- Allows organizations to communicate to funders, volunteers and community in a concrete way.
- Build upon successful volunteer engagement strategies to effectively leverage volunteer resources.
- Research based organizational assessment.
- Team based training with other participating organizations.
- Individualized coaching/consulting and the option to become certified as a Nationally Certified Service Enterprise.



### How will the Virtual Cohort differ from the “cutting edge” Service Enterprise training?

It will not differ greatly. Training will be offered in a webinar format. The webinar will be interactive, so that a network of organizations participating will be built. The sessions will be manageable 2 hour segments that your team can attend together (access to high speed internet is needed). A total of 12 hours of webinar time is scheduled with an additional four hours managed by your team for group work. Your team will be assigned a coach who will check in regularly during the weeks of training and will offer consultation services as you work toward certification.

### What do Minnesota organizations say about Service Enterprise?

- Service Enterprise increases awareness of the need to proactively and thoughtfully engage volunteers throughout the organization, especially skilled volunteers.
- Service Enterprise helps organizations refine infrastructure and address resource gaps to create a more viable, efficient and effective volunteer program.
- Service Enterprise legitimizes the use of best practices by advanced practitioners, helping to make the case for further investment in volunteer programming.

*“Service Enterprise is a game changer. It provides an opportunity to bring team members together to have deep dive conversations. Participants in the Service Enterprise process identify the tools and framework necessary to create a flexible model of volunteer management, which is critical to meeting the unique needs of each department. The Service Enterprise approach provides a sense of urgency for change. It builds ownership of the volunteer program across the entire organization, with common goals to move forward and shared responsibility for success.”*

*~Guiding Coalition Member, City of Roseville*

**CASE STUDY:** College of St. Benedict, *What Happens When Volunteers Are No Longer a “Nice to Have” Resource, But Instead a Strategic Investment?*,

[www.academicimpressions.com/university-volunteer-management/](http://www.academicimpressions.com/university-volunteer-management/)

## Is my organization ready for Service Enterprise?

To gain the most benefit from Service Enterprise an organization should have the following in place:

- Volunteer engagement best practices are in place.
- Staff understand best practices on volunteer management.
- Staff and leadership are committed to move to a higher level of volunteer engagement.
- Three to seven staff can commit to attending all of the Service Enterprise training.

## Who will need to be involved?

- A main site lead and manage communications.
- Executive Director, or other leader (for larger organizations) to complete the Service Enterprise Diagnostic (SED) and attend a portion of the training sessions.
- Three to 25 staff to complete the SED, and three to seven to attend all training sessions.

## What is the timeline?

Orientation webinar, Service Enterprise Diagnostic (SED) completion, and review of SED results meeting takes place June through July. Training sessions take place from 10:00 am – noon.

Session 1: Thurs., July 18, 2019  
Session 2: Thurs., July 25, 2019  
Session 3: Wed., July 31, 2019

Session 4: Thurs., August 8, 2019  
Session 5: Thurs., August 15, 2019  
Session 6: Thurs., August 22, 2019

Coaching/consulting occurs during three months following training, September-November 2019. Organizations working on certification have up to 12 months to complete the process.

## What is the cost?

Thanks to grant funding, the Service Enterprise package valued at \$6,000 is available for sliding scale fee of:

- \$1,000 – annual budget of less than 1 million
- \$1,250 – annual budget of 1-3 million
- \$1,500 – annual budget of over 3 million

*NOTE: This initiative is available only to organizations that do not currently have Corporation for National and Community Services (CNCS) resources for volunteer capacity building. (For example, a VISTA or other national service member working on volunteer capacity building and reporting volunteer statistics to CNCS).*



## How to apply?

Apply online at [https://survey.co1.qualtrics.com/jfe/form/SV\\_8iHjn9MwNxVZp5P](https://survey.co1.qualtrics.com/jfe/form/SV_8iHjn9MwNxVZp5P)

Applications are due **June 21, 2019**.

Contact: Polly Roach, MAVA [proach@mavanetwork.org](mailto:proach@mavanetwork.org)

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HOTC website: <http://handsontwincities.org/nonprofits/service-enterprise-initiative/>

MAVA website: <http://www.mavanetwork.org/serviceenterprise>

**Thanks to the Corporation for National and Community Service for funding this initiative.**

